

# MEMORANDUM

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**To:** Planning & Zoning Commission  
Town of Darien, CT

**From:** Glenn Chalder, AICP

**Date:** October 3, 2017

**Subject:** **Preliminary Sign Regulations**

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**Following up on the meeting in July, this Memorandum is intended to outline specific regulatory language and concepts for discussion and refinement by the Commission.**

As was discussed previously, the key objectives of revisiting the sign regulations include:

1. Seek to retain Darien's practice of quality sign design
2. Seek to provide clarity and user-friendliness
3. Simplifying the sign review process and shortening the timeframe
4. Distinguishing between pedestrian-oriented business districts and automobile oriented business districts
5. Considering sign area as proportional to a building façade rather than being determined by letter height
6. Strive to address issues of "content neutrality" and non-conforming

I look forward to working with the Commission and Staff (and others) to accomplish these objectives.

## ARTICLE IX - SUPPLEMENTARY REGULATIONS

### SECTION 930. SIGN REGULATIONS

#### 931. Purpose

It is the purpose and intent of this section to:

1. Accommodate signs for identification, direction, and as a form of communication;
2. Protect the public safety by regulating the size, height, location and lighting of signs in order to avoid undue distractions to motorists and pedestrians;
3. Maintain and enhance Darien's character and the aesthetic and historical values of the community by regulating the size, height, location and lighting of signs and by establishing standards for signs that are well designed and pleasing in appearance with good design relationship and materials;
4. Aid in implementing the strategies in the Plan of Conservation and Development related to maintaining and enhancing community character, and
5. Provide a reasonable and comprehensive system of sign controls to provide for fair and equal treatment of all sign users.

These Sign Regulations are intended to avoid signage which is hazardous or detrimental to the public health, welfare or safety. If unregulated, signs may:

- present undue distractions to motorists and pedestrians,
- tend to depreciate property values,
- be incompatible with permitted land uses and /or
- be detrimental to the preservation and enhancement of the aesthetic and historical values of the community.

It is proposed that existing Section 920 be repealed.

It is proposed that new Section 930 be used to avoid any confusion with prior section numbering.

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Section 931 is all new text identifying the benefits and impacts of signage and the importance of finding a balance.

Procedural provisions have been eliminated from the purpose section.

#### COLOR LEGEND USED IN THIS DOCUMENT

Blue Text	Text from the current Darien Zoning Regulations
Black Text	Text changes proposed for PZC consideration
Highlight Text	An issue highlighted for possible PZC discussion
Red Text	Text changes

**932. Categorization of Zoning Districts**

For the purposes of Section 930, zoning districts in Darien shall be categorized as follows:

Category	Current Districts	Possible Future Districts
<b>Pedestrian-Oriented Business Districts</b>	CBD, CBD-CA, NHR	CBD, CBD-CA, NH
<b>Automobile-Oriented Business Districts</b>	DC, DB-1, DB-2, SB, SB-E, NB	DB, SB, NB
<b>Office Districts</b>	OB, DOR-1, DOR-5	OZ
<b>Single-Family Residential Districts</b>	R-2, R-1, R-1/2, R-1/3, R-1/5, R-NBD	R-2, R-1, R-1/2, R-1/3, R-1/5, R-NBD
<b>Multi-Family Residential Districts (1)</b>	DMR, 3.7AH, DCR	DMR, 3.7AH, DCR
<b>Other Districts</b>	PR, MU	PR, MU

Notes:

1. Regardless of the underlying zone, any multi-family development in the DBR district (overlay) shall be considered a multi-family residential district for the purposes of Section 930.

Section 932 is new text to distinguish between signage designed for pedestrian-type places versus automobile-type places.

The table identifies the current business zoning districts and the possible future business zoning districts.

The Commission could proceed with either column or with both columns.

### 933. Sign Measurement

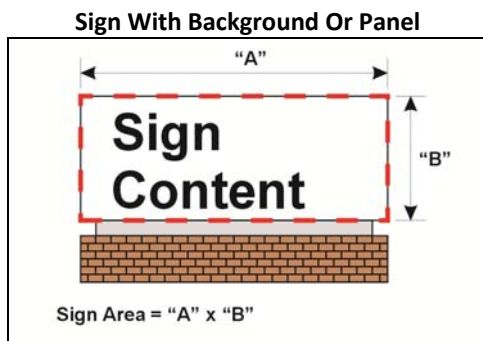
1. Sign area shall be measured as provided below:
  - a. In the case of any sign consisting of one or more sign panels (or a background different from the building where the background is considered by the ZEO to be an integral part of and clearly related to the sign), the sign area shall be the smallest rectangle which encompasses the sign panel and all of the lettering, wording and accompanying designs or symbols.
  - b. In the case of any sign consisting of individual letters or symbols affixed to, attached to, or painted on a wall, window, or other part of the building, the sign area shall be the smallest rectangle which encompasses all of the letters or symbols and accompanying designs.
  - c. In the case of a detached sign, the sign area shall not include the vertical, horizontal or diagonal supports which affix the sign to the ground, unless such supports are evidently designed to be part of the sign.
2. Sign height shall be measured from the average ground elevation around the base of the sign.

Section 933 describes how sign area will be measured.

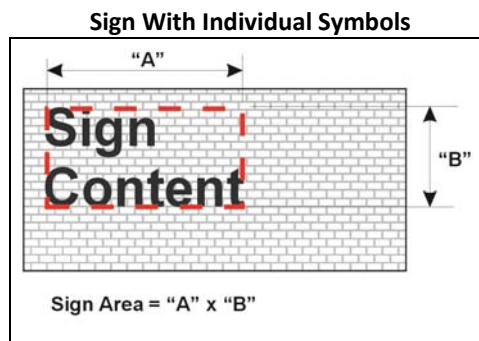
Where there is a sign background, the sign area will be determined by the area of the background.

Where the signage does not have a background, the sign area will be determined by the rectangle encompassing the letters and symbols.

Measurement of Sign Area



Measurement of Sign Area



**934. Exempt / Allowed / Prohibited Signs**

1. Unless specifically exempted or allowed as provided within Section 934, no sign shall be established, constructed, reconstructed enlarged, moved or structurally altered except in conformity with these Regulations and until a Zoning Permit, if required by this section, has been issued.
2. **Exempt Signs** - Provided they meet the listed requirements, the following types of signs shall be exempt from the provisions of Section 930 and may be installed without a Zoning Permit:

Sign Type	Description
a. <b>Government Signs</b>	An official federal, state or local government sign or notice issued by any court, person or officer in performance of a public duty.
b. <b>Public Traffic Control Signs</b>	Any sign erected by the town, state or federal government or any branch or department thereof relating to traffic safety.
c. <b>Public Safety Signs</b>	A sign deemed necessary by the Traffic Authority, Police Department, or Public Works Department or otherwise necessary for warning the public of construction, excavation, or similar hazards within the public right-of-way or on property used by the public.
d. <b>Transit Signs</b>	Signs identifying transit stops, facilities, times, routes, and similar information.
e. <b>Political / Ideological Signs</b>	For up to ninety (90) days, one or more political or ideological sign(s) totaling no more than 32 square feet in sign area located on private property (not within a public or private right-of-way) so as to not obstruct sight lines or interfere with pedestrian or vehicular traffic.
f. <b>Interior Signs Not Visible</b>	Signs within a building and not visible and/or not legible from outside the building.
g. <b>Exterior Signs Not Visible</b>	Signs on a property outside a building and not visible and/or not legible from any public roadway or from adjacent property.

Section 934 identifies signs which are exempt, allowed, or prohibited. This arrangement is used so that Section 935 will be for signs that will require a Zoning Permit.

Section 934.2 identifies signs which are exempt from Section 930 and will not need a Zoning Permit or ARB review.

Based on recent court decisions, political / ideological signs are allowed subject to restrictions on time, place, and manner

3. **Allowed Signs (Non-Temporary)** - Provided they meet the listed requirements, the following types of signs are allowed and may be installed without a sign permit subject to the conditions indicated:

Section 934.3 identifies signs which are allowed and will not need a Zoning Permit or ARB review.

Sign Type	Description
a. <b>Street Number</b>	One sign per street frontage in accordance with local ordinance.
b. <b>Residential Identification</b>	<u>One (1) sign, not to exceed two square foot in sign area, stating the name of the owner or occupant of a residence (including an authorized home-based business) or similar information.</u>
c. <b>Business Identification</b>	<u>One (1) non-illuminated sign, not to exceed one square foot in sign area, stating business hours, phone number, web address, or similar information at or very close to the entrance door.</u>
d. <b>Public Facility Signs</b>	A sign at a Town facility provided that such sign has been reviewed by the Architectural Review Board.
e. <b>Historic Plaque</b>	Historical plaques not exceeding two square feet in size affixed to structures.
f. <b>Public Interest Sign</b>	<u>Any sign erected by the town, state or federal government or any branch or department thereof identifying an historic landmark or similar public interest site</u> provided that such sign has been reviewed by the Architectural Review Board.
g. <b>Vehicle Sign(s)</b>	Any sign displayed on a vehicle provided that any such vehicle shall be in the least conspicuous location when parked at the site of the business.
h. <b>No Trespassing Signs</b>	One (1) trespassing warning sign not exceeding one square foot in area and no more than one sign per 200 feet of cumulative property line distance.

4. **Allowed Signs (Temporary)** - Provided they meet the listed requirements, the following types of temporary signs are allowed and may be installed without a sign permit subject to the conditions indicated:

Section 934.4 identifies temporary signs which are allowed and will not need a Zoning Permit or ARB review.

Some provisions related to real estate signs were modified.

Sign Type	Description
a. <b>Real Estate Sign(s)</b>	One (1) temporary sign per lot <u>indicating that the property is for sale or lease. No such sign (including any added panels) shall exceed four (4.0) square feet in area. No such sign shall be affixed to any tree or utility pole, be located within a public or private right-of-way, or obstruct a necessary sight line or pedestrian way.</u> No part of the sign shall be located more than eight (8) feet above the adjacent ground level. Any such sign shall be removed upon sale or lease.
b. <b>Tag Sale Signs</b>	<u>Temporary directional signs for "tag sales" in accordance with Town ordinance.</u>
c. <b>Temporary Window Signs</b>	Temporary window signs painted directly on a window, affixed to the inside of a window, or hung within three feet of a window <u>provided the sign or signs shall not be displayed more than 30 consecutive days, the area of such sign shall not exceed 25 percent of the window surface to which applied.</u> .
d. <b>Construction Sign</b>	During the course of work or construction on the premises, one temporary sign <u>per property, not exceeding three (3) square feet in area, identifying a design professional or contractor.</u> The sign shall be setback at least 30 feet from the edge of the road surface and shall not be affixed to any tree or utility pole within a public Right-of-Way.
e. <b>Special School Events</b>	A temporary sign displayed on public school grounds in connection with Board of Education regulated activities subject to requirements of Sub-section <u>936.</u>
f. <b>Seasonal Decorations</b>	Temporary (non-commercial wording) holiday decorations or lighting.

5. **Prohibited Signs** - Notwithstanding any other provision of these Regulations, the following types of signs are expressly prohibited:

Section 934.5 identifies signs which are prohibited.

Sign Type	Description
a. <b>Not Expressly Permitted</b>	Any sign <u>which is</u> not expressly <u>exempt or</u> permitted <u>by</u> Section <u>934 or Section 935</u> of these Regulations.
b. <b>Off-Premises Signs</b>	Billboards and other such advertising signs and signs located other than on the lot to which they refer
c. <b>Moving Or Flashing Sign Or Element</b>	Flashing, iridescent, intermittent light reflecting, revolving or moving signs, changing image or images, pennants, spinners, streamers, sales signs, special promotional signs, A-frame or other eye-catching devices.
d. <b>Illumination as Signage</b>	Unless authorized by Zoning Permit, any lighting of signage or building in such a manner as to constitute a sign.
e. <b>Exposed Illumination</b>	Any sign with an exposed source of illumination including string or festoon lights.
f. <b>Sky Signs</b>	Any sign projected into the air or placed in the air by flotation or other means.
g. <b>Temporary Signs</b>	Other than as provided in Section 937 of these Regulations, temporary signs (including sandwich signs, A-frame, H-frame, <u>signs on portable storage containers</u> , and signs of similar construction) and other signs not affixed either to a building or the ground in a permanent manner.
h. <b>Banners And Flags</b>	Banners, except as per Subsection 937 and flags, except as excluded by the definition of sign as found in Section 210.
i. <b>Murals</b>	Advertising signs painted on building walls.
j. <b>Roof Sign</b>	Any sign mounted on a roof or extending above the roof line of a building.
k. <b>Hindrance To Safety</b>	Any sign which obstructs vehicular or pedestrian circulation or directly or indirectly creates an unsafe condition for vehicles or pedestrians.



**935. Sign Gallery**

With regard to the signs depicted in Subsection 935, the following limitations apply:

Category	Number And Type Allowed
<b>Pedestrian-Oriented Business Districts</b>	<ul style="list-style-type: none"> <li>One building-mounted sign per tenant although some ground floor uses may be eligible for a second building-mounted sign in accordance with Section 935.2</li> <li>One detached hanging sign per property may be permitted:                             <ul style="list-style-type: none"> <li>In lieu of a building-mounted sign for a single occupant building</li> <li>In addition to building-mounted signs in a multi-occupant building provided the ARB approves the overall signage arrangement and establishes sign sizes</li> </ul> </li> </ul>
<b>Automobile-Oriented Business Districts</b>	<ul style="list-style-type: none"> <li>One building-mounted sign per tenant although some ground floor uses may be eligible for a second building-mounted sign in accordance with Section 935.2</li> <li>One detached hanging sign may be permitted per property provided the ARB approves the overall signage arrangement and establishes sign sizes</li> <li>Fuel stations may have one building-mounted sign, one detached hanging or monument sign, and one fuel price sign</li> </ul>
<b>Office Districts</b>	<ul style="list-style-type: none"> <li>One sign per building and one ground / monument sign per property and one directory sign per building</li> </ul>
<b>Single-Family Residential Districts</b>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
<b>Multi-Family Residential Districts (1)</b>	<ul style="list-style-type: none"> <li>One sign per property</li> </ul>
<b>Other Districts</b>	<ul style="list-style-type: none"> <li>One sign per property</li> </ul>

Section 935 is a sign gallery intended to illustrate which types of signs are allowed in which districts:

- Pedestrian-oriented
- Automobile oriented
- Office
- Residential
- Other

**Notes:**

1. Where so indicated in the Sign Gallery, multiple signs per property may be approved by the Architectural Review Board (ARB).

1. ATTACHED SIGN - Primary Business Wall Sign

Section 935.1 addresses wall signs and provides for different standards for districts which are:

- Pedestrian-oriented
- Automobile oriented
- Office

Pedestrian-Oriented Business Districts	Automobile-Oriented Business Districts	Office Districts	Single-Family Residential Districts	Multi-Family Residential Districts	Other Districts
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Primary Wall Sign (Sign Panel)



Primary Wall Sign (Individual Letters)



Limitations on letter height have been relocated to Section 936 and stated as guidelines for ARB rather than strict limitations.

This change is recommended for consideration since the letter height limitation may not work in some situations, particularly in automobile-oriented locations.

a. Key Elements	<ul style="list-style-type: none"> <li>• Attached to a building wall.</li> <li>• May consist of a sign panel or individual letters.</li> </ul>
b. Number Permitted	<ul style="list-style-type: none"> <li>• In a pedestrian-oriented district or an automobile-oriented district, one (1) sign per demised tenant space</li> <li>• In an office district, one (1) sign per building (which may list all occupants).</li> </ul>
c. Permitted Location(s)	<ul style="list-style-type: none"> <li>• On a building wall</li> </ul>
d. Maximum Sign Area	<ul style="list-style-type: none"> <li>• In a pedestrian-oriented district, sign area shall not exceed one square foot of signage for each three feet of front building face parallel to the street lot line.</li> <li>• In an automobile-oriented district or an office district, one square foot of sign area for each lineal foot of building frontage facing the street, not to exceed XX SF</li> </ul>
e. Design Parameters	<ul style="list-style-type: none"> <li>• No primary wall sign shall project more than 12 inches from the face of the building wall to which it is attached.</li> <li>• No sign on a wall shall be more than 15 feet above the curb level or the ground level, whichever is higher, of the fronting street, nor extend above the eaves line or highest point of the facing wall of the building.</li> </ul>
f. Approval Type	<ul style="list-style-type: none"> <li>• See Section 938</li> </ul>

## 2. ATTACHED SIGN - Secondary Business Wall Sign

Section 935.2 allows a secondary sign when a building:

- Has frontage on two streets
- Provides access to and from a public parking lot

Pedestrian-Oriented Business Districts	Automobile-Oriented Business Districts	Office Districts	Single-Family Residential Districts	Multi-Family Residential Districts	Other Districts
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				

Secondary Wall Sign



Secondary Wall Sign



a. <b>Key Elements</b>	<ul style="list-style-type: none"> <li>• In addition to a primary wall sign when the tenant space: <ul style="list-style-type: none"> <li>◦ adjoins a second public street and such secondary signage shall be visible from the second street, or</li> <li>◦ adjoins a publicly-owned parking lot and maintains a direct entrance thereto provided such signage shall be visible from the public parking lot.</li> </ul> </li> <li>• Alternative sign designs (blade, or awning) may be approved by ARB.</li> </ul>
b. <b>Number Permitted</b>	<ul style="list-style-type: none"> <li>• One secondary sign per demised tenant space meeting above criteria above</li> </ul>
c. <b>Permitted Location(s)</b>	<ul style="list-style-type: none"> <li>• On the secondary building face</li> </ul>
d. <b>Maximum Sign Area</b>	<ul style="list-style-type: none"> <li>• Six square feet</li> <li>• The primary sign area and the secondary sign area may be combined and allocated as desired provided the secondary sign is not larger than the primary sign.</li> </ul>
e. <b>Design Parameters</b>	<ul style="list-style-type: none"> <li>• Unless otherwise authorized by ARB, no secondary wall sign shall project more than 6 inches from the face of the building wall to which it is attached.</li> </ul>
f. <b>Approval Type</b>	<ul style="list-style-type: none"> <li>• See Section 938</li> </ul>

### 3. ATTACHED SIGN - Parallel Blade Sign

Section 935.3 allows a parallel blade sign hanging from a porch overhang or walkway in lieu of a wall sign or perpendicular blade sign.

Pedestrian-Oriented Business Districts	Automobile-Oriented Business Districts	Office Districts	Single-Family Residential Districts	Multi-Family Residential Districts	Other Districts
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				

Since sign area is restricted compared to wall signs, this type of sign is expected to be used infrequently.

Parallel Blade Sign (Single Panel)



Parallel Blade Sign (Multiple Panels)



a. Key Elements	<ul style="list-style-type: none"> <li>Generally oriented parallel to building façade.</li> </ul>
b. Number Permitted	<ul style="list-style-type: none"> <li>One parallel blade sign per <u>each ground floor tenant in lieu of (not in addition to)</u> a wall sign</li> <li>Multiple occupancy buildings may combine individual sign panels of similar design into an overall design subject to the sign area limitation and ARB approval.</li> </ul>
c. Permitted Location(s)	<ul style="list-style-type: none"> <li><u>Hung from an overhang of a covered porch or walkway.</u></li> <li>Permitted in lieu of a wall sign or detached sign</li> </ul>
d. Maximum Sign Area	<ul style="list-style-type: none"> <li>Six (6) square feet in a pedestrian-oriented district</li> <li>Twelve (12) square feet in an automobile-oriented district</li> </ul>
e. Design Parameters	<ul style="list-style-type: none"> <li></li> </ul>
f. Approval Type	<ul style="list-style-type: none"> <li>See Section 938</li> </ul>

#### 4. ATTACHED SIGN - Perpendicular Blade Sign

Pedestrian-Oriented Business Districts	Automobile-Oriented Business Districts	Office Districts	Single-Family Residential Districts	Multi-Family Residential Districts	Other Districts
<input checked="" type="checkbox"/>					

Section 935.4 allows a perpendicular blade sign on a building in a pedestrian-oriented business district in lieu of a wall sign or parallel blade sign.

Since sign area is restricted compared to wall signs, this type of sign is expected to be used infrequently.

Perpendicular Blade Sign



Perpendicular Blade Sign



a. Key Elements	<ul style="list-style-type: none"> <li>Generally oriented perpendicular to building façade.</li> </ul>
b. Number Permitted	<ul style="list-style-type: none"> <li>One blade sign per each ground floor tenant in lieu of (not in addition to) a wall sign.</li> </ul>
c. Permitted Location(s)	<ul style="list-style-type: none"> <li>Attached to a ceiling or to a wall with a bracket</li> <li>Permitted in lieu of a wall sign or detached sign</li> </ul>
d. Maximum Sign Area	<ul style="list-style-type: none"> <li>Six (6) square feet.</li> </ul>
e. Design Parameters	<ul style="list-style-type: none"> <li>The top of the blade sign shall not be more than twelve (12) feet above the adjacent ground.</li> <li>The bottom of the blade sign shall not be less than seven (7) feet above the adjacent ground.</li> <li>No blade sign shall project more than forty (40) inches from the wall or surface to which it is affixed.</li> <li>The blade sign may overhang a public sidewalk/street right of way by a maximum of three feet provided the applicant submits written permission from the owner of the affected property (the Town of Darien Board of Selectmen or State of Connecticut Department of Transportation, depending on the owner of the sidewalk/street right of way).</li> <li>No blade sign shall be internally illuminated..</li> </ul>
f. Approval Type	<ul style="list-style-type: none"> <li>See Section 938</li> </ul>

5. ATTACHED SIGN - Awning Sign

Section 935.5 allows awning signs on a building in lieu of a wall sign.

Pedestrian-Oriented Business Districts	Automobile-Oriented Business Districts	Office Districts	Single-Family Residential Districts	Multi-Family Residential Districts	Other Districts
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				

Since sign area is subject to limitations about hanging over a public sidewalk / street, this type of sign is expected to be used special circumstances.

Awning Sign



Awning Sign



a. Key Elements	<ul style="list-style-type: none"> <li>Permitted in lieu of a wall sign</li> <li>Typically attached to a wall</li> </ul>
b. Number Permitted	<ul style="list-style-type: none"> <li>One per demised ground floor tenant space</li> </ul>
c. Permitted Location(s)	<ul style="list-style-type: none"> <li>Maximum height of 12 feet above adjacent ground.</li> <li>Minimum clearance of 7 feet to pedestrian space.</li> </ul>
d. Maximum Sign Area	<ul style="list-style-type: none"> <li>In a pedestrian-oriented district, sign area shall not exceed one square foot of signage for each three feet of front building face parallel to the street lot line.</li> <li>In an automobile-oriented district, one square foot of sign area for each lineal foot of building frontage facing the street, not to exceed XX SF</li> </ul>
e. Design Parameters	<ul style="list-style-type: none"> <li>The awning sign may overhang a public sidewalk/street right of way by a maximum of three feet provided the applicant submits written permission from the owner of the affected property (the Town of Darien Board of Selectmen or State of Connecticut Department of Transportation, depending on the owner of the sidewalk/street right of way).</li> </ul>
f. Approval Type	<ul style="list-style-type: none"> <li>See Section 938</li> </ul>



6. ATTACHED SIGN - Permanent Window Sign

Section 935.6 allows window addition to a wall sign when authorized by ARB.

Pedestrian-Oriented Business Districts	Automobile-Oriented Business Districts	Office Districts	Single-Family Residential Districts	Multi-Family Residential Districts	Other Districts
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				

Window Sign



Window Sign



a. Key Elements	<ul style="list-style-type: none"> <li>Etched or affixed to interior of glass</li> <li>May be in addition to other permitted signage when design approved by ARB</li> </ul>
b. Number Permitted	<ul style="list-style-type: none"> <li>Street level - One design per window pane.</li> <li>Other levels – One design per demised tenant space.</li> </ul>
c. Permitted Location(s)	<ul style="list-style-type: none"> <li></li> </ul>
d. Maximum Sign Area	<ul style="list-style-type: none"> <li>Street level – shall not exceed 30 percent of the window surface to which applied.</li> <li>No more than two window surfaces shall be utilized for permanent window signs</li> </ul>
e. Design Parameters	<ul style="list-style-type: none"> <li>Should not obscure the view into a store or place of business</li> </ul>
f. Approval Type	<ul style="list-style-type: none"> <li>See Section 938</li> </ul>

7. ATTACHED SIGN - Wall-Mounted Directory Sign

Section 935.7 allows directory signs on a building in addition to a wall sign.

Such signs are for public convenience and shall not be legible from a public street.

Pedestrian-Oriented Business Districts	Automobile-Oriented Business Districts	Office Districts	Single-Family Residential Districts	Multi-Family Residential Districts	Other Districts
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			

Directory Sign



Directory Sign



a. Key Elements	<ul style="list-style-type: none"> <li>Shall not project more than three inches from a wall</li> <li>Not legible from a public street or, if legible, oriented away from a public street</li> <li>May be located inside building lobby</li> </ul>
b. Number Permitted	<ul style="list-style-type: none"> <li>One per building entrance in a multi-tenant building or a multi-building property</li> </ul>
c. Permitted Location(s)	<ul style="list-style-type: none"> <li>Next to entry door(s)</li> </ul>
d. Maximum Sign Area	<ul style="list-style-type: none"> <li>Six square feet</li> </ul>
e. Design Parameters	<ul style="list-style-type: none"> <li>Design shall complement building</li> </ul>
f. Approval Type	<ul style="list-style-type: none"> <li>See Section 938</li> </ul>



## 8. DETACHED SIGN - Hanging Sign

Section 935.8 allows a detached hanging signs in business and office districts in lieu of a wall sign.

Pedestrian-Oriented Business Districts	Automobile-Oriented Business Districts	Office Districts	Single-Family Residential Districts	Multi-Family Residential Districts	Other Districts
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			

Detached Hanging Sign



Detached Hanging Sign



a. Key Elements	<ul style="list-style-type: none"> <li>Permitted in lieu of wall sign(s)</li> <li>May use a single post or be supported by two posts</li> <li>Does not have a monument base</li> </ul>
b. Number Permitted	<ul style="list-style-type: none"> <li>Limited to <b>one hanging sign per property</b> in lieu of a wall sign.</li> <li><b>Multiple occupancy buildings may use one combined hanging sign listing occupants.</b></li> </ul>
c. Permitted Location(s)	<ul style="list-style-type: none"> <li>On the property <b>at least four feet from any property line.</b></li> </ul>
d. Maximum Sign Area	<ul style="list-style-type: none"> <li><b>Six square feet</b> in a pedestrian-oriented district</li> <li>Twelve (12) square feet in an automobile-oriented district</li> <li>Twelve (12) square feet in an office district</li> </ul>
e. Design Parameters	<ul style="list-style-type: none"> <li>Sign design shall complement building design</li> <li>Maximum height of sign / posts shall not exceed nine (9) feet</li> </ul>
f. Approval Type	<ul style="list-style-type: none"> <li>See Section 938</li> </ul>

9. DETACHED SIGN - Monument Sign

Section 935.9 allows a monument signs in automobile-oriented business districts and *in lieu of* a wall sign in office districts.

Pedestrian-Oriented Business Districts	Automobile-Oriented Business Districts	Office Districts	Single-Family Residential Districts	Multi-Family Residential Districts	Other Districts
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			

Such signs are not allowed in pedestrian-oriented business districts.

Monument Sign



Monument Sign



a. Key Elements	<ul style="list-style-type: none"> <li>Integrated sign face / sign base</li> <li>Multiple occupancy buildings may identify the property or may have a monument sign listing all occupants.</li> </ul>
b. Number Permitted	<ul style="list-style-type: none"> <li>One per property and shall be in lieu of a wall sign in an office district</li> <li>A second monument sign (up to 25 square feet in area) may be authorized by the PZC by Special Permit when there are multiple driveways, a restaurant accessory to a hotel), or other unique site characteristics</li> </ul>
c. Permitted Location(s)	<ul style="list-style-type: none"> <li>Subject to approval by ARB (and PZC if Special Permit)</li> </ul>
d. Maximum Sign Area	<ul style="list-style-type: none"> <li>Twenty (20) square feet</li> <li>A hotel sign may be up to fifty (50) square feet in area</li> </ul>
e. Design Parameters	<ul style="list-style-type: none"> <li>Maximum height shall not exceed six (6) feet</li> </ul>
f. Approval Type	<ul style="list-style-type: none"> <li>See Section 938</li> </ul>

10. DETACHED SIGN - Pole Sign

Section 935.10 allows a pole signs in automobile-oriented business districts.

Such signs are not allowed in pedestrian-oriented business districts.

Pedestrian-Oriented Business Districts	Automobile-Oriented Business Districts	Office Districts	Single-Family Residential Districts	Multi-Family Residential Districts	Other Districts
	<input checked="" type="checkbox"/>				

Pole Sign



Pole Sign



a. Key Elements	<ul style="list-style-type: none"> <li>Sign face elevated on one or more poles</li> </ul>
b. Number Permitted	<ul style="list-style-type: none"> <li>One per property unless otherwise authorized by PZC by Special Permit</li> <li>A commercial use may have one wall sign and one pole or ground sign.</li> </ul>
c. Permitted Location(s)	<ul style="list-style-type: none"> <li>Subject to approval by ARB</li> </ul>
d. Maximum Sign Area	<ul style="list-style-type: none"> <li>Eighteen (18) square feet per side</li> <li>A hotel sign may be up to fifty (50) square feet in area</li> </ul>
e. Design Parameters	<ul style="list-style-type: none"> <li>Shall not exceed a height of 15 feet overall above the surface of the ground where located.</li> <li>There shall be clear space underneath the signage of at least seven feet measured above the center line of the intersecting street to the bottom of the sign.</li> <li><del>Pole signs shall have the same setback requirements as buildings and structures</del></li> <li>In the case of gas stations, pole signs shall be no closer to a public street than the gas service island.</li> </ul>
f. Approval Type	<ul style="list-style-type: none"> <li>See Section 938</li> </ul>

# 11. DETACHED SIGN - Directory Sign

Section 935.11 allows a detached directory sign in automobile-oriented business districts or office districts.

Such signs are not allowed in pedestrian-oriented business districts.

Pedestrian-Oriented Business Districts	Automobile-Oriented Business Districts	Office Districts	Single-Family Residential Districts	Multi-Family Residential Districts	Other Districts
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			

Detached Directory Sign



Detached Directory Sign



a. Key Elements	<ul style="list-style-type: none"> <li>Detached sign listing occupants</li> <li>Intended purpose is to direct visitors to</li> </ul>
b. Number Permitted	<ul style="list-style-type: none"> <li>One per property</li> <li>PZC may allow one per building on multi-building properties</li> </ul>
c. Permitted Location(s)	<ul style="list-style-type: none"> <li>Location approval by PZC</li> </ul>
d. Maximum Sign Area	<ul style="list-style-type: none"> <li>Approval of design by ARB to serve intended purpose</li> </ul>
e. Design Parameters	<ul style="list-style-type: none"> <li>In an office district, no letter or figure shall be higher than four inches</li> </ul>
f. Approval Type	<ul style="list-style-type: none"> <li>See Section 938</li> </ul>

## 12. DETACHED SIGN - Fuel Price Sign

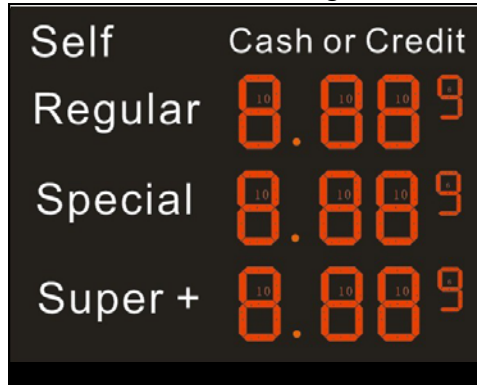
Section 935.12 allows gasoline price signs in automobile-oriented business districts as per State law.

Pedestrian-Oriented Business Districts	Automobile-Oriented Business Districts	Office Districts	Single-Family Residential Districts	Multi-Family Residential Districts	Other Districts
Where fueling stations exist	Where fueling stations exist				

Gasoline Price Sign



Gasoline Price Sign



a. <b>Key Elements</b>	<ul style="list-style-type: none"> <li>Detached sign listing fuel price as an accessory use to an operating fueling station</li> <li>May be physical numbers or digital display</li> </ul>
b. <b>Number Permitted</b>	<ul style="list-style-type: none"> <li>One per fuel station property in addition to one wall and one pole or monument sign</li> </ul>
c. <b>Permitted Location(s)</b>	<ul style="list-style-type: none"> <li>Consolidated on pole sign or monument sign</li> <li>Not on canopy or building</li> </ul>
d. <b>Maximum Sign Area</b>	<ul style="list-style-type: none"> <li>Six square feet</li> </ul>
e. <b>Design Parameters</b>	<ul style="list-style-type: none"> <li>May indicate the product sold, service provided or product price</li> <li>May be replaceable number panels or may be electronic</li> <li>Shall not be located between the gas island and the street</li> </ul>
f. <b>Approval Type</b>	<ul style="list-style-type: none"> <li>See Section 938</li> </ul>



13. ATTACHED / DETACHED SIGN - Special Permit Use Sign

Section 935.13 allows special signage for special permit uses (such as a place of worship or a private school).

Pedestrian-Oriented Business Districts	Automobile-Oriented Business Districts	Office Districts	Single-Family Residential Districts	Multi-Family Residential Districts	Other Districts
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Special Use Sign



Special Use Sign



a. Key Elements	<ul style="list-style-type: none"> <li>May be of any type (wall, detached, etc.).</li> <li>May identify a use or facility permitted by Special Permit (such as a place of worship or a private school).</li> </ul>
b. Number Permitted	<ul style="list-style-type: none"> <li>One sign per property except that multiple signs per property may be authorized by the Architectural Review Board (ARB) based on site-specific circumstances and overall sign design.</li> </ul>
c. Permitted Location(s)	<ul style="list-style-type: none"> <li>On the property.</li> </ul>
d. Maximum Sign Area	<ul style="list-style-type: none"> <li>Twelve (12) square feet.</li> </ul>
e. Design Parameters	<ul style="list-style-type: none"> <li>Subject to design review by the Architectural Review Board (ARB).</li> </ul>
f. Approval Type	<ul style="list-style-type: none"> <li>See Section 938</li> </ul>

14. ATTACHED / DETACHED SIGN - Residential Development Sign

Section 935.1 allows identification signage for multi-family residential developments.

Pedestrian-Oriented Business Districts	Automobile-Oriented Business Districts	Office Districts	Single-Family Residential Districts	Multi-Family Residential Districts	Other Districts
				<input checked="" type="checkbox"/>	

Residential Development



Residential Development



a. Key Elements	<ul style="list-style-type: none"> <li>May be of any type (wall, detached, etc.).</li> <li>Identifies a multi-family residential development.</li> <li>May be installed in any other zoning district when property is used for a multi-family residential development.</li> </ul>
b. Number Permitted	<ul style="list-style-type: none"> <li>One sign per property except that multiple signs per property may be authorized by the Architectural Review Board (ARB) based on multiple driveways or other site-specific circumstances and overall sign design.</li> </ul>
c. Permitted Location(s)	<ul style="list-style-type: none"> <li>On the property.</li> </ul>
d. Maximum Sign Area	<ul style="list-style-type: none"> <li>Six (6) square feet.</li> </ul>
e. Design Parameters	<ul style="list-style-type: none"> <li>As approved by the Architectural Review Board (ARB).</li> </ul>
f. Approval Type	<ul style="list-style-type: none"> <li>See Section 938</li> </ul>

**936. Additional Provisions**

**1. Design Guidelines–**

- a. Signs shall be compatible with the architectural style of the building to which they relate and shall enhance the historic and architectural character of the site and the surrounding area.
- b. All store units in the same building or in separate buildings in an integrated shopping center shall have a uniform design and placement of signs.
- c. When reviewing sign designs, the ARB shall be guided by the following with regard to letter height:
  - i. In a pedestrian-oriented district, letters, figures, logos, or symbols on a wall sign should be ten (10) inches or less in height, except that the ARB may, by 2/3 majority of those voting, allow one or more letters, figures, logo or symbols to be up to 15 inches tall if that is part of the business name, trademark or logo.
  - ii. In a pedestrian-oriented district, letters, figures, logos, or symbols on a hanging sign should be six (6) inches or less in height, except that the ARB may, by 2/3 majority of those voting, allow one or more letters, figures, logo or symbols to be up to 15 inches tall if that is part of the business name, trademark or logo.
  - iii. In an office district, letters, figures, logos, or symbols on a monument sign should be four (4) inches or less in height.

Section 936 outlines additional signage provisions.

Section 936.1 outlines sign design guidelines. These are not specific requirements but are considerations for the ARB to consider when a sign application comes to them.

**2. Sign Theme –**

- a. As part of the review for any new building construction or exterior modifications to a building, the Architectural Review Board shall review and endorse a sign concept (size, shape, materials, color, lighting, location) submitted by the applicant.
- b. Notwithstanding the above, a property owner may at any time submit a sign concept (size, shape, materials, color, lighting, location) to the Architectural Review Board for review and approval.
- c. Where no sign theme has been endorsed by the Architectural Review Board, all signs shall be of compatible shape, lettering, materials, and placement on the building unless otherwise authorized by the Architectural Review Board (ARB).

Section 936.2 provides for the establishment of a sign theme and approval of the theme by ARB. This will allow signage consistent with the approved theme to obtain a sign approval sooner.



3. **Sign Content**– A sign otherwise authorized by these Sign Regulations may contain non-commercial content, provided that the sign otherwise conforms to the provisions set forth in these Sign Regulations. Section 936.3 outlines non-commercial content to be used on any sign.
4. **Sign Location**–
  - a. A sign shall be affixed only to that portion of a building or structure which encloses the use to which the sign pertains.
  - b. No sign shall be erected in such manner so that it obstructs clear vision for a distance of 20 feet from any intersection.Section 936.4 outlines provisions related to sign location.
5. **Setbacks And Orientation**–
  - a. Provided the location does not obstruct sight lines or pedestrian or traffic movement and does not create a hazard of any type, ground signs, pole signs and monument signs may be placed within the setbacks required for buildings and structures.
  - b. No ground sign or pole sign in other than a Residential Zone shall extend within less than 40 feet of any Residential Zone boundary line.
  - c. Where a lot abuts or is within 100 feet of the right-of-way of the Connecticut Turnpike, no sign on such lot shall be erected which faces or is primarily intended to be visible from the Connecticut Turnpike.Section 936.5 outlines provisions related to sign setbacks and orientation
6. **External Illumination** - Signs may be externally illuminated provided:
  - a. the illumination shall be white light,
  - b. the light is confined to the surface of the subject sign and shall not be directed so as to create a hazard or nuisance,
  - c. the source of light (bulb, tube, reflectors, etc.) is shielded from the road and from adjacent properties,
  - d. no source of illumination shall interfere with motorists' vision of a traffic signal light, street or directional signs or any other sign or device intended primarily for the public safety and welfare. .
  - e. In a Residential Zone, any indirect lighting shall be white light installed in a manner that will prevent direct lighting from shining on to any street or nearby property and no sign shall be illuminated after 11:00 P.M.
  - f. No flood or spot-lighting shall be mounted higher than 20 feet above ground level.Sections 936.6 outlines provisions related to external illumination of a sign.

7. **Internal Illumination** - Signs may be internally illuminated, except in a Residential Zone, provided:
  - a. in an automobile-oriented district or an office district:
    - i. the sign is comprised of individual letters and/or symbols and each such letter or symbol is internally illuminated, or
    - ii. the sign panel is a durable, dark, solid, opaque background (such as metal) and only the individual letters and/or symbols appear illuminated.
  - b. in pedestrian-oriented zones, the ARB may allow internal illumination of a wall sign by 2/3 majority of those voting using:
    - i. channel style lighting (where only the letter or figure is internally illuminated and the background is not illuminated) or
    - ii. back-lighting with light fixtures that are within the letter and shine only toward the background wall.
8. **Directional Signs** -
  - a. Directional signs shall be allowed where found to be appropriate so long as they do not exceed two square feet and are solely directional and contain no advertising.
  - b. In a pedestrian oriented district, a commercial use having a direct entrance on a publicly-owned parking lot may be allowed two (2) small directional signs of up to one (1) square foot each provided any such sign is limited to indicating the location of the public entrance to the establishment.
9. **Hazards Or Nuisance** -
  - a. No sign shall be so placed as to be a hazard to traffic or the public generally, or a nuisance to the residents or occupants of any other building or premises.
  - b. No sign shall be erected or maintained so as to obstruct any window, door or opening used for ingress or egress or for fire-fighting purposes, or which interferes with any opening required for proper ventilation.
  - c. No sign shall be erected in such a manner so that it obstructs clear vision of any public way or drive by either motorists or pedestrians.
  - d. No sign in other than a Residential Zone shall be located so as to face any Residential Zone on the same side of the street on which the property bearing the sign fronts. This provision shall not apply to signs at right angles to the street line of such street.

Section 936.7 outlines provisions related to internal illumination of a sign.

Section 936.8 outlines for directional signs on a property in certain situations.

Section 936.9 outlines provisions related to avoiding hazards or nuisances

10. **Possible Sign Area Increase** – Due to the potential lack of visibility of a wall sign resulting from the greater building setback, the Planning and Zoning Commission may allow for a larger sign area for a wall sign in an automobile-oriented business district when there is no detached sign on the property in accordance with the following table:

Building Setback From Street	Maximum Sign Area Allowed
0-100 feet	As per Section 935.1
101-200 feet	Sign area per Section 935.1 may be increased by up to one percent (1%) for every two feet beyond 100 feet, up to a maximum of 150 percent of the base sign area subject to review and approval by ARB
201 feet or greater	150 percent of sign area as determined by Section 935.1 subject to review and approval by ARB

Section 936.10 allows for an increase in permitted sign area in situations where a building is set well back from the street in an automobile-oriented district.

11. **Non-Conforming Signs** –
- A non-conforming sign may be repainted or repaired without a Zoning Permit so long as the sign remains unchanged.
  - Any alteration, reconstruction, enlargement, or relocation of a non-conforming sign shall require a Zoning Permit and such Zoning Permit shall be predicated on the sign being brought into greater conformance with this Section.

Section 936.11 addresses non-conforming signs. Some recent changes in Connecticut law raise questions about some of the language in the current sign regulations regarding non-conforming signs.

12. **Maintenance**– All signs, together with their supports, braces, guys and anchors, shall be kept in good repair and in a safe condition. The owner of a sign, and the owner of the premises on which it stands, shall be responsible for keeping such sign and ground around it in a safe, sanitary, neat and clean condition.

Section 936.12 addresses sign maintenance.

13. **Severability**– If any provision of Section 930 of these Sign Regulations, or the application thereof to any person or circumstances, shall be held invalid, the invalid provisions shall be severable and such invalidity shall not affect other provisions or applications of Section 920 through Section 930 of these regulations which can be given effect without the invalid provisions or application.

Section 936.13 provides for a severability provision within the signage section in the event that any provision is challenged successfully in court..

**937. Temporary Detached Signs**

Section 937 allows for temporary detached signs in some special situations.

1. **Banners** – Banner signs notifying residents of upcoming community events sponsored by public or private organizations when any such banners are approved by the Monuments and Ceremony Committee. Such signs may be posted up to 30 days in advance of the event and shall be removed within 3 days after the event.
2. **Business Promotion** – The exterior use of a single banner installed flat on the front wall not exceeding 18 square feet in area, may be allowed for a seven day period not to exceed once in a 12 month period under a permit issued by the ZEO for special events such as openings, new management, and special promotional events.
3. **Application Pending** – A temporary identification sign for a property may be permitted by the ZEO to be displayed during the period from the submission of a complete application for a permanent sign until 30 days after action has been taken on the application, provided that the temporary sign:
  - a. shall conform with all dimensional regulations,
  - b. is in fact a temporary sign not involving any substantial expense, and
  - c. shall be displayed in such a manner which shall not deface the building facade or interfere with the review of the application.

**938. Sign Approval Procedures**

1. **Zoning Permit** – The Zoning Official may issue a Zoning Permit for a sign without any additional reviews under any of the following circumstances:
  - a. The sign is replacing an existing non-conforming sign and the replacement sign conforms to these Regulations.
  - b. The sign design conforms to these Regulations and is consistent with a sign theme approved by the Architectural Review Board in accordance with Section 936.2.
  - c. The sign conforms to these Regulations and is replacing an existing sign and:
    - the letters and/or symbols and materials may change, but
    - the sign will continue to be practically identical in terms of size, shape, color, lighting, location, and other relevant factors.
  - d. The sign design conforms to these Regulations and is practically identical to other signs on the building (or on the property) in terms of size, shape, materials, color, lighting, location, and other relevant factors.
  - e. The sign is new or is replacing an existing sign and:
    - conforms to these Regulations,
    - is located at a logical place given the overall building design or side layout, and
    - the sign colors will be:
      - black letters and/or symbols on a white background,
      - white letters and/or symbols on a black background, or
      - a similar layout using black or white and an accent color on the building.
2. **Architectural Review Board**– For other signs that otherwise conform to these Regulations:
  - a. Application shall be made to the Zoning Official for initial review of compliance with these Regulations and will then be referred to the Architectural Review Board (ARB) for review.
  - b. Upon a favorable report by the ARB, the ZEO shall issue a permit.
  - c. If the ARB should give an unfavorable report, the ZEO shall then refer the application to the Planning and Zoning Commission for review and final action.
  - d. Should the Planning and Zoning Commission approve the sign, the ZEO shall issue a permit.

Section 938 outlines sign approval procedures.

Section 938.1 allows the Zoning Enforcement Officer to issue sign permits in specific situations and avoids waiting 15-60 days for ARB review:

- Is replacing a non-conforming sign with a conforming sign
- Complies with a sign theme approved by ARB
- Consistent with a prior sign for the location
- Consistent with other signs on the property
- A new sign that is black and white (or maybe a building accent color)

Section 938.2 allows an applicant to undertake a specific sign review with the ARB even though that may take longer. This is essentially the process in use today for every sign.

3. **Planning and Zoning Commission**– For signs that do not conform to these Regulations, the applicant may apply to the Commission for a Special Permit to authorize the sign subject to the following:
- a. Upon submission, the application shall be referred to the Architectural Review Board (ARB) for comment.
  - b. In the event that the Architectural Review Board (ARB) does not hold a meeting before the public hearing commences on the Special Permit, the Planning and Zoning Commission shall continue the hearing to give the opportunity for the Architectural Review Board (ARB) to submit comments.
  - c. The lack of the ARB to provide comments on a timely basis shall not delay the processing of the Special Permit application in accordance with statutory timeframes.
  - d. In deciding upon the Special Permit request, the Commission shall consider the following criteria in addition to any applicable criteria contained in Section 1005 of these Regulations:
    - The location, size and other aspects of the proposed sign will be in harmony with the orderly development of the area and will not alter the essential characteristics of the area,
    - The landscaping, lighting, materials and design elements of the proposed sign are attractive and suitable in relation to site characteristics, the architecture of the building and the style of other buildings in the immediate area; and
    - One or more special circumstances or conditions, which are unique to the premises and not shared by other premises in the neighborhood, diminish recognition of the business conducted therein; limit easy identification of a commercial complex; or create a potential traffic hazard. Such special circumstances or conditions shall include, but not be limited to the location of the building on the lot; location of buildings on adjacent lots; topography; or the configuration of the lot.

Section 938.3 allows an applicant to propose an alternative signage approach to the PZC. ARB will provide comments on the sign design or approach.

This will allow the PZC to decide on signage and balance it with landscaping or other building / site related issues.

It could also avoid a situation where the ZBA has to make a determination of hardship.

In this approach, there may not be a future situation where a sign would go to the ZBA for a variance.

## Review / Revise Definition

**Sign:** Any sign, illustration, lettering, device, insignia or display of any kind, however made, displayed, painted, supported or attached, used for the purpose of advertisement, identification, publicity or notice of any kind, in view of the general public. ~~The term "sign" shall mean identification signs which are limited to announcing the name of the company or companies housed in the building or the name or kind of business conducted on the premises where the sign is located, or the prospective sale or rental of said premises or business conducted therein, erected or maintained by or at the direction of the owner of the business.~~ The term "sign" shall also include any flag, pennant, banner, or other device of any kind, whether with or without letters, figures or other symbol thereon, intended to advertise or attract attention to any business or commercial establishment in any zone but shall not include flags of any governmental unit or branch, or of any non-profit charitable or religious organization. ~~(See Subsection 230 for illustrations.)~~

The definition change is intended to eliminate language which implies control over sign content. Such language may be problematic and may invite "strict scrutiny" regarding the sign regulations as a whole.

If the Commission changes any zoning districts, the definitions of "Zone, Residential" and "Zone, Non-Residential" should be modified to reflect what the Commission adopts.

The description of "Pedestrian-Oriented Business Districts" and "Automobile-Oriented Zoning Districts" could be added to the definitions or this could remain in Section 932 since the signage regulations is the only place where this terminology is being used at the present time.

## This image shows a full page of blank primary-ruled paper. It features multiple sets of horizontal lines designed to guide young learners' handwriting. Each set consists of three lines: two dashed outer lines defining the height of capital letters, and a solid middle line for lowercase letters or as a baseline. The pattern repeats down the entire page, providing ample space for practice.

